GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Municipal Administration and Urban Development Department – The Andhra Pradesh Regulation and Control of Display Devices (Promotion of Products and Services) in Urban Local Bodies Rules, 2025 – Notification – Orders – Issued.

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MUNICIPAL ADMINISTRATION AND URBAN DEVELOPMENT (C) DEPARTMENT

G.O.Ms.No.253 **Date:02.12.2025**

Read the following:-

1. The Andhra Pradesh Municipal Laws (Amendment) Act, 2019 (Act No. 9 of 2020).
2. From the Commissioner & Director of Municipal Administration A.P. Mangalagiri, e-file No.2007986 , dt.14.08.2025.

O R D E R:

In the reference 1st read above, certain amendments were made to the Municipal Corporations Act, 1955 and the Andhra Pradesh Municipalities Act, 1965, in regard to Regulation and Control of Display Devices in the Urban Local Bodies (ULBs), as the Advertisement Tax is subsumed in GST.

2. In pursuance of the above Act Amendments, in the reference 2nd read above, the Commissioner & Director of Municipal Administration, A.P., Rayapudi has furnished draft rules called "The Andhra Pradesh Regulation and Control of Display Devices (Promotion of Products and Services) in Urban Local Bodies Rules, 2025" for approval.

3. Government, after careful examination of the matter, have decided to issue Rules called **"The Andhra Pradesh Regulation and Control of Display Devices (Promotion of Products and Services) in Urban Local Bodies Rules, 2025."**

4. Accordingly, the appended notification will be published in Andhra Pradesh Gazette dated:02.12.2025.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S.SURESH KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner, Printing, Stationery & Stores Purchase Department, Vijayawada for Publication of the Notification in the Gazette and furnish copies.
The Commissioner & Director of Municipal Administration, A.P.,
Rayapudi, Guntur District.
The Director of Town and Country Planning, A.P., Mangalagiri
All the Municipal Commissioners of ULBs in the State through the C&DMA, AP.

Copy to:
The Law(I) Department
The PS to Secretary to Hon'ble Chief Minister
PS to Hon'ble Minister for MA&UD Department
PS to Principal Secretary to Govt., MA&UD Department
Sf/Sc **(E-1024984)**

//FORWARDED :: BY ORDER//

SECTION OFFICER

APPENDIX
NOTIFICATION

In exercise of the powers conferred by section 326 read with section115 to 119 of the Andhra Pradesh Municipalities Act, 1965(Act No.6 of 1965), also in exercise of the powers conferred by Section 585 read with section 420 and 421 of the Municipal Corporation Act, 1955 (Amendment Act II of 1956) and also in pursuance of the Act No. 9 of 2020, the Governor of Andhra Pradesh here by makes the following Rules for Regulation and Control of Display Devices in Urban Local Bodies for promotion of products and services in supersession of the Rules issued in G.O.Ms. No.472 MA dated 24-7-1967, G.O.Ms No. 320 dated 17-5-1993 and G.O.Ms No. 487 dated 20-9-2000.

1. Short title: These Rules may be called "The Andhra Pradesh Regulation and Control of Display Devices (Promotion of Products and Services) in Urban Local Bodies Rules,2025".

These rules are applicable to all the Urban Local Bodies (Nagar Panchayats, Municipalities and Municipal Corporations) of Andhra Pradesh covered by the Andhra Pradesh Municipalities Act, 1965 (Act No.6 of 1965), Andhra Pradesh Municipal Corporation Act, 1994 (Act No.25 of 1994) based on Municipal Corporations Act, 1955, Greater Visakhapatnam Municipal Corporation Act, 1979 (Act No.19 of 1979), Vijayawada Municipal Corporation Act, 1981 (Act No.23 of1981).

2. Definitions: - In these rules, unless the context otherwise requires,-

a. **'Act'** means the Andhra Pradesh Municipalities Act, 1965 (Act No.6 of 1965), Municipal Corporation Act, 1955 (Amendment Act II of 1956), Andhra Pradesh Municipal Corporation Act, 1994 (Act No.25 of 1994), Greater Visakhapatnam Municipal Corporation Act, 1979 (Act No.19of 1979), Vijayawada Municipal Corporation Act, 1981 (Act No.23 of 1981);
b. **'Board'** includes a case, frame or surface or any material what so ever.
c. **'Commissioner'** means the Commissioner of the Nagar Panchayat or Municipality or Municipal Corporation
d. **'Competent authority'** means the Commissioner of the Nagar Panchayat or Municipality or Municipal Corporation
e. **'Displayer'** means the Owner or the Agent or the Licensee of the "Display Device" on whose behalf the display device is displayed (or) the Owner of the Structure or Building on which the Display Device is made to display.
    1. '**Individual Displayer**': means who can erect maximum 10 display devices at any one ULB in the State
    2. '**Professional Displayer**': Other than Individual displayer, remaining all comes under Professional Displayer.
f. **'Display'** means the display of any matter – commercial or non-commercial either by visual, audio, print or electronic mode, which targets public view at any given point of time, includes any word, picture, model, device or other presentation, in the nature of the display, announcement or direction, written, printed, prescribed, embossed or painted;
g. **'Display Device'** means any advertisement medium (including physical/digital Board) used to display at outdoor advertisement for promotion of products and services
    1. **'Temporary Display Device'** Temporary in Nature like printed or painted on cloths, Flex/Vinyl Banner- printed, painted on a flexible substrate like Vinyl or similar material including Pillar Boards, Painting, Stickers, Flags, Balloons, Moving Advertisement Vehicles, Exhibitions, Circus etc.,
    2. **'Permanent Display Device'** Devices other than the above mentioned display devices or "Permanent Display Devices
h. **'Government'** means the State Government;
i. **'Month'** means a calendar month;
j. **'Person'** Includes an individual or a company or an association

k. **'Schedule'** means the Schedule annexed to these rules;
l. **'Year'** means the financial year.
m. **'Fee'** includes Empanelment Fee, Registration Fee, Permission Fee, Mutation Fee, Renewal Fee, Late Fee and other similar fee as prescribed.
n. **'ULB'** means the Urban Local Body i.e., Municipal Corporation, Municipality (or) Nagar Panchayat as the case may be.
o. **'Unipole / Uni-structures'** A unipole, also known as a monopole, is a type of outdoor advertising structure. It consists of a large billboard / hoarding mounted on a single, tall pole.
p. **'Hoarding / Billboard'**means an outdoor media device with space for display in the form of an advertisement panel and where such panel is mounted with its foundation on any structure either on ground or building and made of any bio-degradable flexible material (but not made fully or partially from poly-vinyl chloride or any other form of plastic, virgin or recycled) or Electronic display or LCD.
q. **'Banner'** means cloth or any other bio-degradable flexible material (but not made fully or partially from poly-vinyl chloride or any other form of plastic, virgin or recycled), which contains some advertisement or announcement or written matter for display in public place;
r. **'Building wrap advertisement** means an advertisement displayed on any building frontage usually stretched across the building frontage or on scaffolding of a building under construction or repair or by sticking or fixing it to a glass frontage or window;
s. **'Building wrap electronic advertisements** 'without any use of poles etc. which are used to erect hoardings" means an advertisement displayed on any building frontage, which is not a heritage structure, using digital displays, which can be switched on at night time and may flash or appear in a synchronized manner in one or more different colours;
t. '**Mobile Advertisement Display** 'means a double or single sided hoarding or panel mounted on or behind a vehicle in a manner that it can be driven around or parked at strategic locations for a better display of the advertisement;
u. **'LOLLY POP'** means round / square piece of advertisement board at the end of the pole which is erected from the ground within the compound wall. It does not extend onto roads and footpaths
v. **'KIOSK'** means a small structure in a public area used for providing information, often incorporating an interactive display screen or screens

3. PERMISSION FOR DISPLAY DEVICES:

No Person shall erect, exhibit, fix or retain upon or over any Land, Building, Wall, Hoarding, frame, Post, Kiosk or Structure any Display to public view in any manner whatsoever, visible from a public street or public place or in any place within the city/town, either Permanent or Temporary, without the prior written permission of the competent authority.

4. POWERS OF THE MUNICIPAL CORPORATIONS / MUNICIPALITIES / NAGAR PANCHAYATS:

Notwithstanding anything contained in the Andhra Pradesh Municipalities Act, 1965, Municipal Corporation Act, 1955, Andhra Pradesh Municipal Corporation Act, 1994, Greater Visakhapatnam Municipal Corporation Act, 1979, Vijayawada Municipal Corporation Act, 1981; the Urban Local Bodies are entitled to give permissions for Display Devices:

a. To the private individuals, groups, trusts, societies, political parties, Government Departments or Organizations, and any other who applies as per the procedure prescribed below and who are having valid license issued by the concerned ULB
b. To erect such display device or structure for display of commercials, non-commercials, awareness campaigns and publicity notifications in any premises either in private property or in Government premises within the ULB limits for certain duration or period as specified hereunder.

5. COMPETENT AUTHORITY: The Commissioner of the Nagar Panchayat (or) Municipality (or) Municipal Corporation is the competent authority forissue of License/Renewal of License and Permission/Renewal of Permission for Display Device to such License Holders, to lay, erect, alter or display on any Display Device (or) Structure.

6. ISSUE OF LICENSES AS "DISPLAYERS"

Every person i.e., any individual, trader, shopkeeper, franchisee, businessman, partnership firm, business house company, registered charitable organization, society, Government Department, etc., who is intending to lay, erect, alter or display on any Display Device (or) Structure shall apply for a License as Displayer (or) renew the existing License, duly paying the prescribed fee, in **Annexure-I,** to the Competent Authority of the respective ULB. On application, the Competent Authority, shall issue "License" as Displayer in **Annexure-II**, initially for a period of 3 years, which will be renewed, once in 3 years, as per the rules prescribed from time to time.

(I) Types of Displayers:

A. Individual Displayer:

Individual Displayer is permitted to establish maximum 10 display devices at any one ULB in the State. If he/she desires to establish display devices in more than one ULB, he comes under Professional Displayer category. Accordingly, Professional Displayer license shall be obtained.

B. Professional Displayer:

Professional Displayer is permitted to establish any number of display devices in ULBs in the State.

(II) Documents required for License as Displayer:

(A) **Proprietorship:**

1) GST registration copy(if applicable as per GST Act)
2) PAN Card copy
3) Aadhar copy
4) Address proof (Electricity bill / rent agreement)
5) latest IT returns
6) Labour license

(B) **Partnership Firm:**

1) GST registration copy(if applicable as per GST Act)
2) PAN Card copy
3) Address proof (Electricity bill / rent agreement)
4) Partners' ID and address proof
5) Firm Registration copy
6) latest IT returns
7) Labour license

(C) **Private Limited Company:**

1) GST registration copy (if applicable as per GST Act)
2) PAN Card copy
3) Address proof (Electricity bill / rent agreement)
4) Firm Registration copy
5) TAN copy
6) latest IT returns
7) Labour license

7. ISSUE OF LICENSE / PERMISSIONSFOR DISPLAY DEVICE TO THE LICENSED DISPLAYERS:

(a)Permanent Display Device: Every Licensed Displayer, shall apply for permission for Display Device (or) for Renewal of the existing Display Device, duly paying the prescribed fee, in **Annexure-III,** to the Competent Authority of the respective ULB. On application, the Competent Authority, shall issue Permission for Display Device (or) for Renewal of the existing Display Device, **in Annexure-IV**, initially for a period of 3 years, which will be renewed, once in 3 years, in case of Permanent Display Devices as per the rules prescribed from time to time.

(b) Temporary Display Device: For Temporary Display Devices, there is no bar on applying by Licensed Displayers only. Any individual (or) any other Agency as mentioned in Rule-5 above, can apply for the same, on payment of the prescribed fee in **Annexure-V.** On application, the Competent Authority, shall issue permission for all such temporary Display Devices (or) Renewal of the existing Display Devices in **Annexure-VI,** initially for a period of (30) days, which will be renewed, once in (30) days as per the rules prescribed from time to time.

(c) Every advertisement displayed shall have name of the printing press and contact mobile number of the printing press, permission number etc., at any one corner of the display device and the same shall be visible to all. Also, shall mention their GSTIN on every advertisement displayed wherever applicable.

8. PERMISSION FOR DISPLAY DEVICES: The Competent Authority shall permit the following type, size and category of Display Devices:

(a) **Types of Display Devices:-**

i. Unipoles / Uni-structures
ii. Hoardings – ground level and rooftop
iii. Displays on buses, taxis and Autos
iv. Glow sign boards/Lollipops
v. Displays on floating balloons/Umbrella
vi. Shops and establishment displaying devices of any kind excluding name of shop/ establishment/ products in general including Wall Painting and Shop Shutters
vii. Display Devices in the form of slide show and trailer (or) short film son screens in Cinema Halls, Vehicles and other public places including Cable TVs
viii. Displays along with street furniture such as Bus shelters, Public Toilets, Benches and Informative Kiosks, Hawking / Vending stalls, Tree guards, Foot Over Bridges, Arches, Gantries and Electric Poles, Stand Posts etc.,
ix. Temporary displays like Cloth Banner- printed or painted on cloths, Flex/Vinyl Banner- printed, painted on a flexible substrate like Vinyl or similar material including Pillar Boards, Painting, Stickers, Flags etc.,
x. Any other form of advertising

(b) **Size of Display Device:**

Sl. No.	**Size**	**Area**
1	Large	Area from 601to1200 sq. ft
2	Medium	Area from 301to600 sq. ft

3	Small	Area upto 300 sq. ft

i. Hoardings of all sizes shall be permitted subject to minimum size of 10 feet x 10 feet and maximum size of 30 feet x 40 feet (Vertical or Horizontal) subject to availability of space.
ii. The hoarding on ground may be permitted in single sided, back-to-back or in "V" shape or tri-vision. All standard sizes as mentioned above are permitted.
iii. The size of hoarding on V Shape, back-to-back or Tri-vision shall not vary.

(c) **Category of Display Devices:**

Category type	**Display Devices displayed at**	**Permitted Size**
Category – A	Display Devices situated at places adjacent to Right of way of National Highways, State Highways, Outer and Inner Ring Roads passing through the town / city and major commercial roads i.e., 100 Feet Road width and above	Large/Medium/ Small
Category – B	Display Devices situated at places adjacent to Right of way of Inner Ring Roads between 60 feet road width to 100 feet width passing through the town/city and other commercial roads not included in Category –A	Medium/Small
Category – C	Display devices situated at places adjacent to the other roads/streets within Municipal limits not covered under Category A and Category B of the above	Small

(d) In case of floating balloons, the applicant shall obtain prior clearance from the Airport Authorities, wherever applicable prior to displaying, failing which the license will be revoked without any prior notice in the public interest and the licensee will be liable for punishment as per the aviation rules.

(e) The Temporary arches and display devices in central medians are prohibited and shall not be allowed.

9. STRUCTURAL STABILITY OF DISPLAY DEVICES AND BUILDINGS:

a. It is applicable for display devices of size 50 sft. and more.
b. Without the certification by an empaneled Structural Engineer, the Display Devices shall not be allowed on Land, Wall or roof-top of thebuilding
c. The Display Device shall be checked for structural stability onextreme wind conditions, earthquake resistance, soil bearing capacity, foundations etc., by the empaneled Structural Engineer of the Urban LocalBody, the same also to be vetted by the reputed university and special care with regard to structural stability should be taken in case of unipoles.
d. This certification confers compliance of the design with relevant Indian Structural Design Standards, Codes of practice and conditions ofthese Rules.
e. The Empaneled Structural Engineer has to certify the stability of the structure from safety point of view, with special reference to

velocityof wind, present stage of the material, anchoringetc.,

f. The Structural Engineer shall be accountable for structure also undness of the Display Devices

g. Certified structural engineer should do the annual audit of the structure and submit it to competent authority;

h. The Empanelment of structural engineers shall be done for every year with specified qualifications, experience etc., as per the existing Building Rules.

10. Insurance:

The Licensed Displayer shall provide evidence of public liability insurance for display devices and liable to buy public liability insurance policy for the rights, interests and liabilities to 3rdparty in case of accidental death or accidental injury to persons, or accidental damages to the property. The public liability policy of insurance shall be for an amount as specified by the Urban Local Body.

1. The licensee shall provide evidence of public liability insurance for advertising devices and activities located within the boundaries of Municipality

2. During the term and at its sole cost, and expense, the licensee shall obtained and keep (in full force and effect in the joint names of the licensee and the Municipality) a public liability insurance policy for their respective rights, interests and liability to 3rd parties in respect of accidental death of, or accidental body injury to, persons; or accident damage to property.

3. The public liability policy of insurance shall be for an amount as specified by the Municipality for any single event (or such higher as may be notified in writing by the Municipality from time to time) and shall be effected with and insurer approved in writing by the Municipality and on the terms approved in writing by the Municipality

4. The public liability policy of insurance shall include a clause in which the insurer agrees to waive all rights of subrogation or action that it may have or acquire against all or any of the persons comprising the insured

5. The licensee shall produce evidence to the satisfaction of the Municipality of the insurance affected and maintained by the licensee for the purposes of the second paragraph above within 7 days of receiving a written request to do-so from the Municipality. Insurance coverage is applicable for Uni-pole, Ground level hoarding, roof top hoarding and any other form of advertisements specified in these rules.

11. These Rules / guidelines do not apply to the following:

a. News paper advertisements
b. Radio and television broadcasts
c. Advertisements relating to public meeting or to an election to the Parliament or the State Legislature or the Municipality or to candidature in respect of such election
d. Exhibits within the doors/ windows of any building, if the advertisement relates to the trade, profession or business carried on in that building
e. Relating to the name of the land or building upon or which the advertisement is exhibited or to the name of the owner or occupier of such land or building.

12. PLACES WHERE DISPLAY DEVICES ARE PROHIBITED:

Display Device shall not be permitted –

a. Places where traffic or public safety is being obstructed
b. Places where transmission/electric lines are being passed on nearby such erections.
c. Nearby of railway overhead lines
d. Where there is obstruction of views of road signs
e. Wherever possibility of obstruction of public free accessibility
f. Buildings of archaeological, architectural, aesthetical, historical or heritage importance and places of worship or of religious significance
g. Whoever violates the building Rules of the Urban Local Body;
h. Any other place such authority feel that it causes inconvenience, safety to the public erection of such display device
i. And other places wherever specific restrictions laid by respective Authorities like Railways, Airport Authority etc., for safety purposes.
j. Places of worship or of religions significance, Statues, minarets or pillars of heritage importance, Painted advertisements on tree barks/other fauna, Hospitals and nursing homes and Educational institutions, Cremation grounds, graveyards Police stations, post offices, any government or municipal office building / office etc., Parks and Gardens, Water Bodies, Nalas, Rocks
k. No sign hoards / advertisement hoardings shall obstruct natural light or ventilation in the buildings
l. At major intersections or merging and diverging lanes
m. No advertisement elements shall be allowed at places or areas which may pose a danger or hindrance to the operation of Metro Rail services
n. In central medians of roads
o. Any other places which are notified by the Government / Commissioner from time to time
p. On National and State Highways, advertisements shall not be permitted
    a) At or within 100m of any road junction, bridge or railway crossing or another crossing.
    b) In case of national highways, from 100m to 200m of any road junction, bridge or railway crossing or another crossing, without prior NOC of NHAI Authorities shall not be allowed /permitted.
    c) Within 10m of the edge of a carriage way.

13. PROCEDURE FOR PERMISSION FORDISPLAY DEVICE:

a. The **"Permission for Display Device"** is mandatory for all display devices - whether temporary or permanent.
b. On receipt of the Application either for Temporary or Permanent, from the Licensed Displayers, for the first time or for renewal, verification process will be carried out by the Town Planning Functionary and shall issue digitally signed Permission to the Licensed Displayer:

    i. For Permanent: The Permission for Permanent Display Devices shall be **valid for three financial years ending with 31st March**, which can be renewed as per the fee prescribed in Annexure - VIII.

    The applicant shall furnish structural stability certificate vetted / issued by the University along with the application (fresh / renewal) through empanelled Structural Engineer.

    ii. For Temporary: The Permission for temporary Displays shall be

valid for a maximum period of 30 days for any forthcoming event including entertainment events, festivals, melas, trade fairs, conferences, road shows, election campaign etc. which can be renewed every quarter on certain conditions.

c. The Licensed Displayers are only eligible to apply for permission for permanent Display Devices. For Temporary Display Devices, there is no such bar.
d. In respect of Displays by Slides/ Shorts (including trailer films) where the Display is not intended for a full month, the fee shall be collected on weekly basis at 1/4th amount fixed for Temporary Display Devices, provided that where the said display is intended for less than a week, full weekly fee shall be charged and collected even for a fraction or part of a week.

14. PROCEDURE FOR PERMISSION FOR EXISTING DISPLAY DEVICE (BEFORE ISSUANCE OF THESE RULES):

a. On receipt of the Application, verification process will be carried out by the Town Planning Functionary and shall issue digitally signed Permission to the Licensed Displayer as per the **Rule 13** above.
b. The Professional Licensed Displayers are only eligible to apply for permission in this case.
c. The Professional Licensed Displayers shall furnish structural stability certificate vetted / issued by the University along with application through empanelled Structural Engineers.

15. PRECAUTIONS (OR) CONDITIONS TO BE FOLLOWED BY THE LICENSED DISPLAYER

While erecting the Display Device the Licensed Displayer or his Agent shall:

a. Ensure that proper safety arrangements are made, during erection, maintenance, alteration and operation of a Display Device.
b. Ensure that a minimum distance of 50 meters between two hoardings on the same side of the road/alignment shall be maintained
c. Ensure that the proposed hoarding shall not obstruct the view of existing permitted hoarding.
d. Ensure that whenever the Competent Authority asks the Licensed Displayer to either replace or altogether remove any Display Device to facilitate the work undertaken by utility services such as power, telecommunications, gas, storm water, water supply and sewerage, or for road widening, he shall comply the same.
e. In order to encourage private entities / NGOs / Individuals / Societies etc., to develop and maintain public spaces such as traffic junctions, foot over bridges, parks etc., in PPP model the fees for the display devises should restricted to 50% of the tariff for both License and Permission to display as fixed in Annexure - VII & Annexure – VIII respectively.

16. PROCEDURE FOR RENEWALS OF LICENSES AND PERMISSIONS:

a) Procedure for Renewal of License as “Displayer”

i. The Licensed Displayer, shall apply for renewal of license, within 30 days before the expiry of the time period unless specifically cancelled by the Urban Local Body, duly paying the prescribed renewal fee.

ii. The applicant shall furnish NIL GST arrears and upto date GST filed details.

b) Procedure for Renewal of Permission for Display Device:

i. The Licensed Displayer shall apply for renewal of the permanent or temporary permission within 30 days before expiry period of permission duly paying the prescribed fee for renewal of Permission for Display Device.

ii. The renewal shall be approved subject to the condition that, the Displayer has strictly followed the rules and regulations as laid by the Urban Local Body during the previous permission period.

iii. The applicant shall furnish NIL GST arrears and upto date GST filed details.

17. MAINTENANCE AND INSPECTION

i. Maintenance: All the Display Devices for which permission is required, together with all their supports, braces, guys and anchors shall be kept in good condition, both structurally and aesthetically, and shall be painted when necessary to prevent corrosion.

ii. Housekeeping: It shall be the duty and responsibility of the "Displayer" of every display device to maintain the immediate premises occupied by the Display Device, in a clean, sanitary and healthy condition.

iii. Inspection: Every Display Device for which permission has been issued and every existing Display Device for which permission is required shall be inspected by the Town Planning functionary or any designated official of the concerned Urban Local Body as below. The inspection report shall be recorded in the presence of the owner/agency.

a. For below 50 Sft display devices once in a year

b. For display devices of 50 Sft and above, site inspection shall be carried out twice in a year

c. For unipoles structural inspection shall be carried out twice in a year, irrespective of device size

18. Provisions to regulate content of display: No Displayer shall erect, maintain or display any Display Device or Promotion of goods and services related to the following: **-**

i. Display of Nudity (irrespective of any gender);
ii. Racial displays or displays propagating caste community or ethnic differences;
iii. Displays promoting drugs, alcohol, cigarette, or tobacco items (including any surrogate displays of such items);
iv. Displays propagating exploitation of women or child;
v. Displays having sexual overtones;
vi. Displays depicting cruelty to animals;
vii. Displays depicting any nation or institution in poor light;
viii. Displays casting aspersion on any brand or person;
ix. Displays banned by any law
x. Displays glorifying violence;
xi. Destructive Devices and explosives depicting items;
xii. Any psychedelic, laser or moving displays;
xiii. Displays of weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.);
xiv. Displays, which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing;
xv. Displays which may be obscene or contain pornography or contain an "indecent representation of women" within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986;
xvi. Displays linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies

(Objectionable Advertisements)Act, 1954, the Indian Penal Code,1860; and

xvii. Any other items considered inappropriate by the Urban Local Body;

19. Serving of Notices

Any notice that is required to, or may, be served, delivered or given in terms of, or for the purposes of, implementation framework, must be served in any of the following ways:

(a) by sending a copy of the notice by registered or under certificate of posting to the last-known address of the person (or)

(b) by sending a copy of the notice to the person, through Fax(or)

(c) by forwarding the notice electronically in the form of e- mail on the registered e mail id; (or) WhatsApp to the Registered Number (or) any other electronic form(or)

(d) by handing over a copy of the notice to any of the authorized representative of the Owner or Agency of the Display Device

20. PROCEDURE FOR ALLOTMENT OF LAND/SPACE/SITE UNDER CONTROL OF URBAN LOCAL BODY FOR DISPLAYDEVICES

In the case of allotment for Municipal land/space/site or building or upon road sides and street margins vested in the municipal councils / corporation, for erection, construction, and placement of Display Devices, under the control of the Urban Local Body, then the Urban Local Body shall lease-out such land/space/site or building for a period of 3 years, to the highest bidder by conducting an open public auction among the Licensed Displayers. While conducting the Public Auction, the ULB shall fix the upset price for lease of the Municipal Land for the first time or for renewal of lease in the following manner:

A. <u>For the first time:</u>

Take (a) the Rent at 10% of the current market value of the Land per annum as fixed by Registration Department and also take (b) the Prevailing rent of such private lands situated in the vicinity and adopt the rate whichever is higher, as Upset Price.

The ULB may later on, renew the lease of the Municipal Land, for a period of three years at a time, from time to time, if the present lessee agrees to renew the lease in his favour at the rent as fixed hereunder and for revision of the same once in three years:

B. <u>For Renewal:</u>

Take (a) the Rent at 10% of the current market value of the Land per annum as fixed by Registration Department, take (b) the Prevailing rent of such private lands situated in the vicinity and also take (c) the rent at 33 1/3 rent above the earlier rent and adopt the rate whichever is higher.

Under any circumstances, the renewal of lease period shall not be exceeded twenty-five years. Thereafter, Public Auction shall be conducted afresh.

C. Also, separate Encroachment fee shall be collected by the ULB for roadsides and street margins vested in the municipal councils / corporation as the case may be apart from the Permission Fee.

D. The upset price/ rent mentioned above is excluding the applicable taxes. Hence, the applicable taxes including GST as per the statutory rules shall be levied over and above the upset price / rent.

21. TARIFF STRUCTURE:

The tariff structure will be as follows: -

a) **For License fee and subsequent renewal fees for License as Displayer (once in 3 years):** The Fee payable for obtaining the license as Displayer and renewal of the same,is mentioned in **Annexure-VII**

b) **Permission fee for Display Device and Renewal fee (once in every 3 years for permanent Display Device):** The Fee payable for obtaining the Permission for Display Device and Renewal of the same, is mentioned in **Annexure-VIII.**

c) Late Fees/Penalty: If the application for renewal of License, renewal of permission for Display Device, is not made prior to 30 days of renewal, as mentioned above, with the prescribed fee, a late fee/penalty shall be levied by the Urban Local Body as follows:

i. Prior to 30 days of renewal date ….. No late fee

ii. Prior to renewal date, but within 30 days before the expiry of license date…..25% of License Fee

iii. Within 30days after expiry of license date 50% of License Fee.

Note:

(a) If the displayer license is not renewed within stipulated time, her/his license will be terminated. In future, if she/he applies for license, 100% late fee / penalty shall be levied in addition to license fee.

(b) If the displayer is not willing to extend the license of the display device, he/she shall inform the same in writing to the ULB before 30 days of expiry of the license of the display device. If, he/she has not informed to the ULB, a penalty of 1/4th of the display device permission fee as on next renewal date shall be imposed to the Displayer.

d) **Mandatory Periodical Revision:** The ULBs shall increase the tariffs as per the Annexure – VII and Annexure – VIII or as per the instructions received from the Government from time to time

e) **Security Deposit:** A security deposit of Rs.1,00,000/- in Municipal Corporations and Rs.50,000/- in all remaining Urban Local Bodies shall be collected from the Professional displayer while issuing license and in case of individual displayer a security deposit of Rs.50,000/- in Municipal Corporations and Rs.25,000/- in all remaining Urban Local Bodies shall be collected.

i. It is applicable only to the Permanent Display Device.
ii. It shall be collected along with the application for registration of License
iii. It shall be forfeited in case of violation of rules / Misrepresentation while obtaining the license in fraudulent manner. If, forfeited necessary taxes also shall be collected including GST as per the statutory rules.
iv. It will be released after 6 months of expiry of the license / Cancellation of license

f) The fees mentioned in these rulesare excluding the applicable taxes. Hence, the applicable taxes including GST as per the statutory rules shall be levied over and above the fees.

22. Labour Cess:

Wherever the construction cost of advertising structure is exceeds Rs.10 Lakhs, the Licensee shall pay the applicable labour cess to the Government as per Building and Other Construction Workers' Welfare Cess Act, 1996.

23. RECOVERY OF DUES AS ARREARS OF PROPERTY TAX:

If any fee/tax, which was due from any person/agency, remains unpaid during the earlier regime, the same shall be recoverable as per the provisions of the Municipal Laws, similar to arrears of Property Tax.

24. Enforcement and Penalty:

(a) **Unsafe and Unlawful signs / Hoardings:**

i. **Notice of Unsafe & Unlawful Signs / Hoardings :-** When any sign become insecure, or in danger of falling, or otherwise unsafe, or if any sign is unlawfully installed, erected or maintained in violation of any of the provisions of the Code, the owner thereof, or the person or firm maintaining the same, shall upon written notice of the Commissioner, forthwith in the case of immediate danger and in any case within not more than3 days, make such sign confirm to the provisions of this part or shall remove it. If within 3 days the order is not complied with, the Commissioner may remove such sign at the expense of the owner / displayer.

ii. Notwithstanding the above, it shall be the responsibility of the owner to ensure the safety of the advertising signs, even without reference from the Commissioner

iii. The fixing of flex banners near Hazardous places i.e near electrical poles, near Transmission lines, etc., is prohibited and the Municipal Authorities / Electrical Authorities / any other designated authority will remove those flex banners without any notice and the responsible land owners are also liable for penalty at Rs.5000/- per day.

(b) Whoever affixes to, or inscribes, or exhibits on any place open to public view any advertisement without the written consent of the owner or occupier or person in management of the property in which such place is situated shall be punished with the fine which shall not be less than Rs.5,000 and which may extend to Rs.10,000.

(c) Penalties for first violation: A penalty of Rs. 10,000/- is to be imposed. For second violation a penalty of Rs. 20000/- and for third violation a penalty of Rs. 50000/- is to be imposed or cancellation of license or both. The Landlords / tenants to be penalized for allowing unauthorized erection / display of advertisements in their premises.

(d) If the Display Device is permissible as per the rules, the same can be regularized by the competent authority by levying a penalty @ 200% over and above the normal fees payable under these rules towards permission fee to display after satisfying the norms and conditions**.** Also, the applicable taxes including GST as per the statutory rules shall be levied over and above the fees.

(e) **Penalty for violations/un-authorized advertisement elements:**

The following penalties shall be levied for violations / unauthorized advertisement elements:

SI.No	**Violation**	**Penalty amount in Rs.**
1	Erection of Unauthorized Advertisement element above 15 feet in height from ground level	30,000/- per day
2	Erection of Unauthorized Advertisement element below 15 feet in height from ground level	20,000/- per day
3	Use of flashing lights / Non static illumination in Advertisement without permission	20,000/- per day
4	Size of the Advertisement / Name board exceeding 15% of Frontage of the building	100/- per sq.ft. per day
5	Use of moving, rotating or variable message advertising devices	10,000/- per day
6	Operating an Advertisement element without valid structural stability certificate	50,000/- per day
7	Advertisement on moving vehicle where the advertisement is placed in a manner of any	5,000/- per day

	additional board, structure or projection on the body of the vehicle	
8	Use of illuminated advertisements with brightness more than allowed limit	5,000/- per day Or 200/- per sq.ft. per day Which ever is maximum
9	Erection / fixing of Flexes	Upto 2 Sq.Mtr area – Rs.200/- per each Morethan 2 Sq.Mtr area – 300/- per each

25. Master Plan Implementation / Public infrastructure Development:

During the road widening / development of infrastructure for public purpose, if the space is required, the agency / individual shall remove the display devise within 7 days from the date of intimation at his own cost and no compensation will be entertained in this regard.

26. Indemnity:

The Licensed Displayer shall be required to indemnify the ULB for the designated Display Device. The Displayer shall indemnify the ULB against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon the Competent Authority which arise as a result of the installation or existence of a Display Devise.

The Displayer shall always be responsible for any injury or damage caused or suffered by any person or property arising out of or relating to the Display Device and the consequential claim shall be borne by the Displayer who will also indemnify and safeguard the Competent Authority in respect of any such claim or claims.

27. Withdrawal and Amendment of Approvals

Urban Local Body may withdraw an approval granted or amend any condition or impose a further condition in respect of such approval if, in the opinion of the Urban Local Body, the Display Device concerned:

i. Is or has, as a result of a change to the nature of the environment or the amenity of the neighborhood, streetscape or Urban Design existing at the time of such approval, become detrimental to the area in which it is located by reason of its size, intensity of illumination, quality of design, workmanship, material or its existence;
ii. Constitutes, or has become, a danger to any person or property;
iii. Is obscuring a critical and aesthetically important natural feature, architectural feature or visual line of civic, architectural, historical or heritage significance;
iv. Is or has become prohibited in terms of these rules or any otherlaw;
v. If any Display Device or the part thereof falls either through an accident or any other cause;
vi. If any addition is made except for the purpose of making it secure under the direction of the Urban Local Body;
vii. If any change is made in the Display Device or part thereof;
viii. If the building or structure or property upon or over which the Display Device is erected demolished or destroyed and
ix. Any other site/location specific reason as may be decided by the Urban Local Body in public interest, safety, aestheticsetc.

28. Appeals:

(a) Any grievance, in relation to these rules, needs to be addressed to the

Competent Authority, within 30 days from the receipt of orders or cause of action as the case may be. The Competent Authority for sufficient cause, at his discretion may condone any delay of filing for up to 30 days. If the Displayer aggrieved with the order of the Competent Authority, he/she can make an appeal to the Appellate Committee within 30 days. The Appellate Committee with the following members is constituted for disposal of appeals:

(1)	Commissioner and Director of Municipal Administration, AP	Chairman
(2)	Director of Town & Country Planning, AP.	Convener
(3)	Engineer-in-Chief	Member

(b) If the applicant simultaneously seeks redressal in a court of law for the same cause of action, the appeal to Competent Authority shall stand automatically dismissed.

29. ONLINE PORTAL:

(a) The Director of Town and Country Planning shall develop an online portal within 45days of issuance of these rules.

(b) The DTCP is permitted to collect 1% of total fees collected towards maintenance of the web portal.

(c) The DTCP, the Chief Commissioner of State Tax, the Commissioner of Labour shall integrate their portals and transfer the taxes collected from the display devices on real time basis.

(d) The GST collected under these rules shall be classified under SAC 998361 / 998365 of the GST rules.

S.SURESH KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

ANNEXURE-I

Application for License/Renewal of License as Displayer

(Rule 5 of the AP Regulation and Control of Display Devices(Promotion of Products and Services) in ULBs Rules, 2025)

To

The Commissioner,

……Nagar Panchayat/Municipality/Municipal Corporation.

Sir/Madam,

I, the undersigned hereby apply for issue of License/ Renewal of License as **Displayer** in your Nagar Panchayat/ Municipality/ Municipal Corporation for displaying Display Device/sin the Municipal Limits, as per the following details:

1. Name of the Applicant/Firm/Company/Govt. Dept.:
2. Applying for Fresh License/Renewal of existing License:
3. Due date for Renewal of existing License:
   (If already issued)
3. Residential Address with PT Assessment No:
4. Office Address with PT Assessment No :
   (In case of Firm/Company etc.,)
5. Telephone Contacts:

   Mobile No.:
   Office No.:

   E-Mail Address:
6. Type of Entity: Individual

   Firm

   Company

   Others
7. Details of Directors/Proprietors/Partners:

S.No	Name	Mobile Number	E-Mail Address
i			
ii			
iii			

8. PAN Number:
9. Aadhaar Number
10. GSTR Number:

11. License Number (If Existing Displayer):

12. Due date for renewal of the License:

13. Has the Firm/Company has ever been block listed by any of the Government entity in the last 3 years: (Yes/No)

14. Whether the Firm/Company is having pending dues to the ULB: (Yes/No)

15. If yes please specify the total pending dues:

16. Amount of fee paid for License/Renewal of License:

17. Date of Payment:

I hereby agree to abide by the provisions of the Andhra Pradesh Municipalities Act, 1965/ Municipal Corporations Act, 1955 amended from time to time and the rules and bye-laws made thereunder and will not erect any Display Devise or exhibit or cause to be displayed on any Display Device on behalf of others, till I have been issued a License and Permission to this effect by the ULB. The particulars mentioned above are correct to the best of my knowledge.

I therefore request that I may kindly be issued a License registering my name/Firm/Company to erect the Display Device/s in the Municipal Limits. I promise that I will take a separate Permission for Display Device as per the rules prescribed by the Government.

Dated: Signature of the applicant

(Stamp in case of Firm/Company)

Enclosures:

1. Photo copy of Aadhar
2. Copy of Certificate of Registration of Firm/Company etc.,
3. Copy of Permanent Account Number.
4. Copy of GST Registration Certificate.
5. Copy of up-to-date Property Tax Paid Receipt
6. Copy of previously issued proceedings as Displayer (in case of renewal)

ANNEXURE-II

Proceedings of the Commissioner of .....Nagar Panchayat/Municipality/Municipal Corporation

Present::.....

Municipal Commissioner/Commissioner

Roc. No. ..... Dt.

Sub:-.....Nagar Panchayat/Municipality/Municipal Corporation – License/Renewal of License as Displayer – Orders – Issued.

Ref: Your Application for issue of License/Renewal of License as Displayer Dt. .....

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With reference to your application cited, you are hereby issued a License/ renewed your existing License bearing No. _____as **Displayer** in .....Nagar Panchayat/Municipality/Municipal Corporation under Rule 5 of the Andhra Pradesh Regulation and Control of Display Devices (Promotion of Products and Services) in Urban Local Bodies Rules, 2025" and allotted the following License Number.

LICENSE NUMBER:

(In case of fresh application)

Please use the License Number in all the future correspondence with this ULB and also while applying for permissions for Display Device.

Also, this License is issued subject to the following conditions:

1. This License is valid for 3 years from the date of issue of these orders.
2. The Displayer shall apply renewal of license within 30 days before the expiry of the time period duly paying the prescribed fee.
3. This License does not permit the Displayer to erect/display the Display Devices, for which he/she shall apply for separate permission from this Municipality duly paying the prescribed fee.
4. These orders will be cancelled by the Competent Authority at any time without giving any notice to the Displayer if the license is obtained by means of fraud, wilful misstatement, suppression of the facts or violated the rules prescribed by the Government from time to time.

Commissioner

.....NP/Municipality/Municipal Corporation

To

Sri_____(Individual/Firm/Company)

ANNXURE-III

Application for permission for Permanent Display Device (or) Renewal of the Existing Display Device with in the Municipal/Municipal Corporation limits of .....

(Rule 6 of the AP Regulation and Control of Display Devices (Promotion of Products and Services) in ULBs Rules, 2025)

(Use one application for Permission/Renewal of each Display Device)

To

The Commissioner,

.....Nagar Panchayat/Municipality/Municipal Corporation.

Sir/Madam,

I the undersigned hereby apply for according permission for erection, exhibition, fixation, retention or displaying of the Display Device the particulars of which are furnished hereunder:

1. Name of the Displayer:
   (In full block letters)

2. Displayer License No. :

3. Type of Display Device (as per Rule-8):

4. Due date for renewal of Permission of Display Device:
   (If already issued)

5. Unique Id No. :
   (In case of already issued)

6. Location of the Display Device:

7. Whether Private Site/Municipal Site/Government Site/Road Margin):

8. Name of the Owner:

9. NOC from the Owner is Submitted or Not? : Yes/No

10. The description of the structure accompanied by diagrammatic sketch plan:

11. The detailed dimensions of the Display Device.

Dimensions	In Sq. Meter
Length	:
Width	:
Total Area	:
Height	:

12. Size of display Device (as per Rule 8(b)):
13. Category of Display Device (as per Rule 8(c)):

14. Width of the Road:

15. Latitude & Longitude of the Display Device:

16. Illuminated or Non-Illuminated:

17. The material proposed to be used for the display device:

18. Rate arrived as per Annexure-VIII:

19. Amount of fee paid:

20. Date of payment:

21. Structural Stability Certificate in case of renewal/Building on which the proposed erection is taken place:

22. Whether the public liability policy of Insurance for accidental death (or) accidental injury (or) accidental damages to the property as specified by the Urban Local Body is taken or not?

I hereby agree to abide by the provisions of the Act, the rules and bye–laws made there under and will not erect any display device or exhibit or cause to be displayed on any display device till the permission applies for is granted. The particulars mentioned above are correct and true to the best of my knowledge.

I therefore request that I may kindly be accorded permission for the erection, etc., of the Display Device as per the details furnished above.

Dated: Signature of the applicant

(Stamp in case of Firm/Company)

Enclosures:

1. Sketch Plan showing the Proposed area of Display Device
2. Copy of License as Displayer
3. Copy of Structural Stability Certificate
4. Copy of public liability policy of Insurance.
5. Copy of previously issued permission/renewal Proceedings (in case of renewal)

ANNEXURE-IV

Proceedings of the Commissioner of .....Nagar Panchayat/Municipality/Municipal Corporation

Present::.....
Municipal Commissioner/Commissioner

Roc. No. ..... Dt.

Sub:-.....Nagar Panchayat/Municipality/Municipal Corporation – Permission/Renewal for Display Device– Orders – Issued.

Ref: Your Application for issue of Permission/Renewal for Display Device Dt. .....

-00-

With reference to your application cited, you are hereby permitted to erect Display Device/renewed your Display Device bearing Unique Id No. ..... in ..... Nagar Panchayat/Municipality/Municipal Corporation under Rule 5 of the AP Regulation and Control of Display Devices (Promotion of Products and Services) in ULBs Rules, 2025 and allotted the following Unique Id No.

Unique ID No.: .....
(In case of fresh application)

Please use this Unique Id Number in all the future correspondence with this ULB and also while applying for renewal for permissions for Display Device.

Also, this permission for Display Device is issued subject to the following conditions:

5. This Permission for Display Device is issued in terms of the conditions stipulated in the AP Regulation and Control of Display Devices (Promotion of Products and Services) in ULBs Rules, 2025.
6. This Permission for Display Device is valid for 3 years from the date of issue of these orders.
7. The Displayer shall apply renewal for permission for Display Device within 30 days before the expiry of the time period duly paying the prescribed fee.
8. The Displayer shall submit Structural Stability Certificate within (30) days after erection of the same otherwise this permission is deemed to be cancelled.

9. The Displayer is liable for payment of any compensation to 3rd party if any accidental death or accidental injury or accidental damages to the property during the erection and after erection of Display Device.

10. These orders will be cancelled by the Competent Authority at any time without giving any notice to the Displayer if the permission is obtained by means of fraud, wilful misstatement, suppression of the facts or violated the rules prescribed by the Government from time to time.

Commissioner

……NP/Municipality/Municipal Corporation

To

Sri_____(Individual/Firm/Company)

ANNXURE-V

Application for permission for Temporary Display Device with in the Municipal/Municipal Corporation limits of .....

(Rule 6 of the AP Regulation and Control of Display Devices (Promotion of Products and Services) in ULBs Rules, 2025)

(Use one application for Permission of each Display Device)

To

The Commissioner,

.....Nagar Panchayat/Municipality/Municipal Corporation.

Sir/Madam,

I the undersigned hereby apply for according permission for erection, exhibition, fixation, retention or displaying of the Display Device the particulars of which are furnished hereunder:

1. Name of the Applicant/Firm/Company/Govt. Dept.:
   (In full block letters)
2. Residential Address with PT Assessment No:

3. Office Address with PT Assessment No
   (In case of Firm/Company etc.,)

4. Telephone Contacts:

   Mobile No.:
   Office No.:
   E-Mail Address:

5. Type of Entity: Individual
   Firm
   Company
   Others

6. Details of Directors/Proprietors/Partners:

S.No	Name	Mobile Number	E-Mail Address
i			
ii			
iii			

7. PAN Number:
8. Aadhaar Number
9. GSTR Number:
10. Has the Firm/Company has ever been block listed by any of the Government entity in the last 3 years: (Yes/No)
11. Type of Display Device (as per Rule-8):

12. Location of the Display Device:

13. Whether Private Site/Municipal Site/Government Site/Road Margin):

14. Name of the Owner:

15. NOC from the Owner is Submitted or Not? : Yes/No

16. The description of the structure accompanied by diagrammatic sketch plan:

17. The detailed dimensions of the Display Device.

Dimensions	In Sq. Meter
Length	:
Width	:
Total Area	:
Height	:

18. Size of display Device (as per Rule 8(b)):

19. Category of Display Device (as per Rule 8(c)):

20. Width of the Road:

15. Latitude & Longitude of the Display Device:

16. Illuminated or Non-Illuminated:

17. The material proposed to be used for the display device:

21. Rate arrived as per Annexure-VIII:

22. Amount of fee paid:

23. Date of payment:

24. Structural Stability Certificate in case of renewal/Building on which the proposed erection is taken place:

25. Whether the public liability policy of Insurance for accidental death (or) accidental injury (or) accidental damages to the property as specified by the Urban Local Body is taken or not?

I hereby agree to abide by the provisions of the Act, the rules and bye–laws made there under and will not erect any display device or exhibit or cause to be displayed on any display device till the permission applies for is granted. The particulars mentioned above are correct and true to the best of my knowledge.

I therefore request that I may kindly be accorded temporary permission for the erection, etc., of the Display Device as per the details furnished above.

Dated: Signature of the applicant

(Stamp in case of Firm/Company)

Enclosures:

1. Sketch Plan showing the Proposed area of Display Device
2. Copy of License as Displayer
3. Copy of Structural Stability Certificate
4. Copy of public liability policy of Insurance.
5. Copy of previously issued permission/renewal Proceedings (in case of renewal)

ANNEXURE-VI

Proceedings of the Commissioner of .....Nagar Panchayat/Municipality/Municipal Corporation

Present::.....

Municipal Commissioner/Commissioner

Roc. No. ..... Dt.

Sub:-.....Nagar Panchayat/Municipality/Municipal Corporation – Permission for Temporary Display Device– Orders – Issued.

Ref: Your Application for issue of Permission for Temporary Display Device Dt. .....

-00-

With reference to your application cited, you are hereby permitted to erect Temporary Display Device in ..... Nagar Panchayat/Municipality/Municipal Corporation under Rule 5 of the AP Regulation and Control of Display Devices (Promotion of Products and Services) in ULBs Rules, 2025 and allotted the following Unique Id No.

Unique ID No.: .....

Please use thisUnique Id Number in all the future correspondence with thisULB.

Also, this permission for Display Device is issued subject to the following conditions:

1. This Permission for Display Device is issued in terms of the conditions stipulated in the AP Regulation and Control of Display Devices (Promotion of Products and Services) in ULBs Rules, 2025.
2. This Permission for Display Device is valid for 30 days from the date of issue of these orders.
3. The Displayer shall submit Structural Stability Certificate within (7) days after erection of the same otherwise this permission is deemed to be cancelled.
4. The Displayer is liable for payment of any compensation to 3rd party if any accidental death or accidental injury or accidental damages to the property during the erection and after erection of Display Device.
5. These orders will be cancelled by the Competent Authority at any time without giving any notice to the Displayer if the permission is obtained by means of fraud, wilful misstatement, suppression of the facts or violated the rules prescribed by the Government from time to time.

Commissioner
.....NP/Municipality/Municipal Corporation

To
Sri_____(Individual/Firm/Company)
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ANNEXURE-VII				
Rates for License/Renewal of License as Displayer for three years				
S.No	**License/Renewal of License**	**License fee for Greater Visakhapatnam Municipal Corporation, Vijayawada Municipal Corporation and Guntur Municipal Corporation (Rs.)**	**License fee for Other Corporations and Selection / Special Grade Municipalities (Rs)**	**License fee for all other Municipalities and Nagar Panchayats (Rs)**
1	Individual Displayer	30,000	20,000	10,000
2	Professional Displayer	1,00,000	60,000	40,000

Note:

1. The above License fees are applicable for the Financial Year 2025-2026 only
2. The above License fees shall be enhanced at 10% per each financial year, after Financial Year 2025-26

ANNEXURE-VIII

S. No.	Type of Display Device	Rates for Permission of Permanant Display Devices (or) Renewal of Display Devices fee per Sq.meter (or) part thereof for three years and Temporary Display Devices for 30 days					
		Greater Visakhapatnam Municipal Corporation, Vijayawada Municipal Corporation and Guntur Municipal Corporation (Rs)		Other Corporations and Selection / Special Grade Municipalities (Rs)		All other Municipalities and Nagar Panchayats (Rs)	
		Permanent	Temporary	Permanent	Temporary	Permanent	Temporary
1	Unipoles/Uni-structures	10,000.00	-	8,000.00	-	6,000.00	-
2	Hoardings – Ground level and roof top	5,000.00	-	4,000.00	-	3,000.00	-
3	On Buses, Taxis and Autos	2,000.00	400.00	1,500.00	300.00	1,000.00	250.00
4	Glow Sign Boards/Lollipops Central Median and Central Dividers	2,500.00	-	2,000.00	-	1,500.00	-
5	On Floating Balloons/Umbrella (Per Balloon (or) Umbrella)	35,000.00	5,000.00	25,000.00	4,000.00	20,000.00	3,000.00
6	Shops and establishment displaying devices of any kind excluding name of shop/ establishment/ products in general including Wall Painting and Shop Shutters	1,000.00	200.00	800.00	150.00	600.00	200.00
7	Displays in the form of slide show and trailer (or) short films on screens in Cinema Halls, Vehicles and other public places including Cable TVs (Per Slide / Per Short film)	7,500.00	1,250.00	5,000.00	1,000.00	4,000.00	750.00
8	Displays along with street furniture such as Bus shelters, Public Toilets, Benches and Informative Kiosks, Hawking / Vending stalls, Tree guards	6,000.00	1,000.00	5,000.00	750.00	4,000.00	500.00

	, Foot Over Bridges, Arches, Gantries and Electric Poles, Stand Posts etc.,						
9	Temporary displays like Cloth Banner- printed or painted on cloths, Flex/Vinyl Banner- printed, painted on a flexible substrate like Vinyl or similar material including Pillar Boards, Painting, Stickers, Flags Etc.,	5000.00	1000.00	4000.00	750.00	3000.00	500.00

Note:

1.The above fees are applicable for the Financial Year 2025-2026 only.
2.The above shall be enhanced at 10% per each financial year, after Financial Year 2025-26
3. For all illuminated displays 100% extra over and above applicable charges/fee

S.SURESH KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT